



WPTV

ORDER

Print Date 10/11/12

Page 1 of 3

Flight Dates **09/25/12-10/01/12**

Contract / Revision **311883 /**

Original Date / Revision
09/20/12 10/02/12

Advertiser **Florida Democratic Party - S**

Agency **Dudley Media**

Buying Contact

**919 Catherine Street
Philadelphia, PA 19147**

Product

FL Democratic Party: Sachs/Bruno

Agency Com 15%

Billing Contact

**919 Catherine Street
Philadelphia, PA 19147**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	44	\$23,120.00	\$27,200.00	0.00
October 2012	7	\$5,801.25	\$6,825.00	0.00
Totals	51	\$28,921.25	\$34,025.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	44	\$23,120.00	\$27,200.00
10/01/12	10/01/12	7	\$5,801.25	\$6,825.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	09/25/12	10/01/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1111--	:30	4	\$1,200.00	FX	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- 1111--	4		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	09/25/12-10/01/12		M-F 6-7a	6-7a		- TWThF----	:30	(\$1,200.00)	0.00	NM			
Credited spot did not arrive on time, flt over, making \$\$ & spots good on est 2														
N 2	WPTV	09/25/12	10/01/12		CM	6-7a	1-----	:30	1	\$900.00	P-1	0.00 NM	1	\$900.00



Hiatus Dates

Order Sep 00:20:00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	1-----		1			\$900.00		0.00				
N 3	WPTV	09/25/12	10/01/12	M-F 7-9a	CM	7-9a	11111--	:30	5	\$1,500.00	FX	0.00	NM	4	\$6,000.00
				M-F 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11111--		5			\$1,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	09/25/12-10/01/12		M-F 7-9a		7-9a		MTWThF----	:30	(\$1,500.00)	0.00	NM			
Credited															
spot did not arrive on time, flt over, making \$\$ & spots good on est 2															
N 4	WPTV	09/25/12	10/01/12	M-F 9-10a	CM	9-10a	11--1--	:30	3	\$650.00	FX	0.00	NM	3	\$1,950.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11--1--		3			\$650.00		0.00				
N 5	WPTV	09/25/12	10/01/12	M-F 530-6p	CM	530-6p	--11---	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
				M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	--11---		2			\$1,600.00		0.00				
N 6	WPTV	09/25/12	10/01/12	M-F 530-6p	CM	530-6p	1-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
				M-F 530-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	1-----		1			\$950.00		0.00				
N 7	WPTV	09/25/12	10/01/12	M-F 6-630p	CM	6-630p	-1-1---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
				M-F 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-1-1---		2			\$1,800.00		0.00				
N 8	WPTV	09/25/12	10/01/12	Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	0	\$0.00
				Sa 7p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S-		1			\$850.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	09/25/12-10/01/12		Sa 7p News		7-730pm		-----Sa--	:30	(\$850.00)	0.00	NM			
Unresolved															
[Sports Late-Run]															
N 9	WPTV	09/25/12	10/01/12	M-F 11-1135p	CM	11-1135p	-1-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
				M-F 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-1-----		1			\$1,400.00		0.00				
N 10	WPTV	09/25/12	10/01/12	M-F 11-1135p	CM	11-1135p	1-----	:30	1	\$1,025.00	P-1				



WPTV

Print Date: 10/11/12

Page 3 of 3

Contract / Revision

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Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Florida Democratic Party -** Product **FL Democratic Party: Sachs** Estimate # **1**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 12	WPTV	09/25/12	09/28/12	M-F 5-6a M-F 5-6a	CM	5-6a	- TWTF - -	:30	8	\$250.00	P-1	0.00 NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- TWTF - -	8		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	09/25/12-10/01/12		M-F 5-6a		5-6a	- TWThF - - - -	:30		(\$250.00)		0.00 NM		
<i>Credited</i>														
spot did not arrive on time, flt over, making \$\$ & spots good on est 2														
5	WPTV	09/25/12-10/01/12		M-F 5-6a		5-6a	- TWThF - - - -	:30		(\$250.00)		0.00 NM		
<i>Credited</i>														
spot did not arrive on time, flt over, making \$\$ & spots good on est 2														
N 13	WPTV	09/25/12	09/28/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- TWTF - -	:30	7	\$200.00	P-1	0.00 NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- TWTF - -	7		\$200.00		0.00					
N 14	WPTV	09/25/12	09/28/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	- TWTF - -	:30	7	\$200.00	P-1	0.00 NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- TWTF - -	7		\$200.00		0.00					
N 15	WPTV	09/25/12	09/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	- TWTF - -	:30	7	\$450.00	P-1	0.00 NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- TWTF - -	7		\$450.00		0.00					
N 16	WPTV	09/25/12	09/30/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	- - - - - S	:30	2	\$725.00	P-1	0.00 NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- - - - - S	2		\$725.00		0.00					
N 17	WPTV	09/25/12	10/01/12	M-F 6-630p M-F 6-630p	CM	6-630p	1 - - - - -	:30	1	\$1,325.00	P-1	0.00 NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	1 - - - - -	1		\$1,325.00		0.00					
N 18	WPTV	09/25/12	10/01/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M - - - - -	:30	1	\$475.00	P-1	0.00 NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	M - - - - -	1		\$475.00		0.00					
N 19	WPTV	09/26/12	09/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- - W - - - -	:30	1	\$200.00	P-1	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/25/12	10/01/12	- - W - - - -	1		\$200.00		0.00					
Totals													51	\$34,025.00